

UMMAH CORE

OFFICIAL BRAND GUIDELINES

The Authoritative Design, Voice, and Technical UX Specification for the App Ecosystem

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Ecosystem Identity System

1. BRAND OVERVIEW & CORE PHILOSOPHY

Ummah Core is an independent ecosystem of focused, privacy-respecting applications for Muslims. Our tools support worship, productivity and meaningful relationships without distraction, intrusive data practices or unnecessary complexity. Technology should support a Muslim's intentions and responsibilities, not compete with them. Ummah Core exists to make essential actions clearer, quieter and easier to manage.

> ***Ecosystem Tagline & Brand Promise:***
> *"Thoughtful tools for everyday Muslim life."*
> *Our design language reflects this mission: it is intentionally calm, minimalist, and restrained. We avoid loud colors, cluttered dashboards, and manipulative user interface patterns (such as artificial streaks or red badges).*

Core Brand Values

To maintain a cohesive and trusted brand experience, all products and communications within the Ummah Core ecosystem must adhere strictly to these values:

- **Respect:** Never trivialize worship, use guilt, or turn religious practice into competition.
- **Clarity:** Each application must solve a focused problem without feature overload or redundant complexity.
- **Trust:** Explain calculations, data handling, permissions, and limitations honestly and transparently.
- **Privacy:** Collect the minimum user data required and keep sensitive records private by default.
- **Accessibility:** Design for small screens, tablets, desktops, assistive technologies, and varying digital literacies.
- **Consistency:** Every app should feel like part of the same dependable, unified product family.
- **Service:** Measure success through usefulness and sustained spiritual benefit, not vanity metrics.

Ecosystem Personality

The character of the Ummah Core brand is defined by five key pillars: **Calm** (avoiding manufactured urgency and loud alerts), **Warm** (inviting, inclusive, and friendly), **Informed** (providing clear, verified context and local configurations), **Respectful** (honoring the user's time and choices), and **Quietly Confident** (letting minimalist usefulness speak for itself).

2. VOICE, TONE & WRITING PRINCIPLES

When writing about or for Ummah Core, the tone should always represent the calm and supportive character of the brand. Our communications must never feel preachy, childish, corporate, overly devotional, or fear-based. Every copy block must be reassuring, clear, and focused on helping the user fulfill their intentions.

Core Tone Guidelines

- **Calm:** Avoid exaggerated marketing speak, exclamation marks, or manufactured urgency. Use slow, structured statements.
- **Clear and Transparent:** Explain features and privacy practices in plain, honest, and direct language.
- **Respectful:** Treat the user's time and religious practices with absolute respect. No guilt-tripping or manipulative notifications.

Concrete Writing Principles

Designers and content creators must apply the following specific rules to all text assets, both inside app interfaces and in public-facing marketing copy:

- Use plain, reassuring, and non-judgmental language.
- Explain religious settings and calculations without claiming religious authority.
- Avoid guilt, fear, shame, and judgment to drive app engagement.
- Avoid exaggerated marketing claims (e.g., replace 'Become a better Muslim in seven days' with 'A focused way to organize your day around salah').
- Keep instructions concise, actionable, and focused on user benefit.
- Never describe worship as a competition, and do not use gamification or public scores for religious activities.
- Explain permissions and data handling practices transparently before requesting system access.

Strategic Vocabulary Directive

> ***Important Rule:*** *Use 'Privacy-Respecting' rather than 'Privacy-First' in public-facing marketing and overview texts until every app in the ecosystem has been technically audited. 'Privacy-first' is a strong factual promise that must be supported by full audits of analytics, Firebase integrations, location services, and data retention practices.*

3. COLOR PALETTE & ACCESSIBILITY

Our color palette is heavily inspired by nature, tranquility, and traditional Islamic aesthetics, adapted for a modern, low-strain dark mode UI. To maintain ecosystem visual harmony, all apps must build themes directly from the shared token system.

Swatch	Brand Color & Token	Hex Code	Ecosystem Usage & Semantic Purpose
	Core Black (coreBlack)	#121312	Ecosystem canvas. Main app and website backgrounds (approx. 80% surface area).
	Deep Olive (deepOlive)	#1B261D	Elevated surfaces, card backings, navigation bars, menus, and bottom sheets.
	Spearmint Green (spearmintGreen)	#79B66D	Primary interaction color (approx. 15% usage) for buttons, active navigation, focused input borders, and success states.
	Ummah Gold (ummahGold)	#C5A059	Secondary brand accent (approx. 5% usage) representing warmth. Used for logos, headings, Hijri dates, and special milestone cards.
	Silver Grey (silverGrey)	#D5D8D3	Primary light text and readability layer. Soft near-white contrast, preventing harsh pure-white glare.

Contrast & Accessibility Rules

All designs must maintain a minimum WCAG 2.2 AA accessibility rating. The contrast ratios below govern typography placement:

Text Color	Background Color	Contrast Ratio	Compliance & Usage Rule
Ummah Gold (#C5A059)	Core Black (#121312)	7.58:1	Pass (Excellent). Approved for headings and high-priority labels.
Ummah Gold (#C5A059)	Deep Olive (#1B261D)	6.37:1	Pass (Excellent). Approved for cards and subheadings.
Spearmint Green (#79B66D)	Core Black (#121312)	7.74:1	Pass (Excellent). Approved for active links, buttons, and metrics.
Spearmint Green (#79B66D)	Deep Olive (#1B261D)	6.50:1	Pass (Excellent). Approved for functional elements on cards.
Silver Grey (#D5D8D3)	Deep Olive (#1B261D)	10.88:1	Pass (Excellent). Standard body and secondary text reading contrast.
Silver Grey (#D5D8D3)	Ummah Gold (#C5A059)	1.71:1	**FAIL. CRITICAL DESIGN REJECTION. Never place light text on Gold.**

> ***Critical Rule for Secondary Accent:*** *Never place white or Silver Grey text on an Ummah Gold background. For any gold buttons or cards, use Core Black (#121312) for the text and icons to ensure legibility and compliance.*

4. TYPOGRAPHY & LOGO SYSTEMS

Typography System

Our typography blends modern digital readability with editorial elegance. **Montserrat** is used to establish brand identity and marketing authority, while **Lato** provides clean, highly readable interface elements and body text.

Role / Content Type	Typeface	Weight & Style	Size & Leading
Logo & Brand headlines	Montserrat	Bold	24pt / 28pt
App page titles	Montserrat	SemiBold / Bold	16pt / 20pt
Large statistics & numbers	Montserrat	Bold	32pt / 38pt
Body text	Lato	Regular	11pt / 15pt
Buttons & labels	Lato	SemiBold / Bold	11pt / 14pt
Settings & descriptions	Lato	Regular	10pt / 13pt
Prayer times & counters	Lato	Tabular Numerals	12pt / 14pt

Logo Guidelines

The Ummah Core logo is the authoritative identifier of our ecosystem. It represents clarity, faith, and foundation. It consists of a vertical pentagonal shield in Deep Olive background, an inverted gold roofline chevron, and a gold 'U' shape nesting under the peak, representing the core, connection, and organized direction. The word 'CORE' is displayed at the bottom in bold Silver Grey sans-serif text.



- **Clear Space:** Always maintain a generous amount of clear space around the logo. The minimum clear space must be equal to the height of the logo's central icon.
- **Minimum Size:** To maintain readability, the logo should never be reproduced smaller than 24px in height in digital layouts, or 10mm in print.

Incorrect Logo Usage

To protect the integrity of our visual signature, please strictly avoid the following:

- **Do not** stretch, squash, rotate, or distort the logo's proportions.
- **Do not** alter the colors of the logo or substitute custom colors.
- **Do not** add drop shadows, glows, gradients, or 3D bevels.
- **Do not** place the logo over busy images, textured backgrounds, or low-contrast surfaces.

5. PORTFOLIO ARCHITECTURE & APP NAMING

Ummah Core is structured as an endorsed master-brand ecosystem. Each app maintains its own focused identity, solving an immediate problem, while the master brand transfers trust and ensures visual consistency across the entire portfolio.

App Name & Naming Rule	Audience Need	Strategic Role	Primary Message
Waqt & Qibla ***(Always use '&', never 'and')***	Prayer times and Qibla direction.	Discovery product to build early trust.	Know the prayer times and Qibla direction clearly, without clutter.
SalahFlow ***(One word, camel-case)***	Focused work structured around salah times.	Flagship differentiator for productivity.	Plan focus sessions around salah—not in conflict with it.
Silaturahim ***(Do not append 'app')***	Maintaining kinship and social connections.	Ecosystem depth and community.	Remember the people who matter and maintain meaningful connection.

App Naming Conventions

To maintain consistency across marketing and in-app references, all app names must be spelled and capitalized exactly as shown above. Specifically:

- **Waqt & Qibla** (never *Waqt and Qibla* or *waqt&qibla*)
- **SalahFlow** (never *Salah Flow* or *salahflow*)
- **Silaturahim** (never *Silaturahim app*)

> ***Endorsement Rule:*** *Every app in the portfolio must contain the tagline endorsement on its app store page, splash screen, and website section: 'An Ummah Core app'. This establishes visual and product-level cohesion across the independent products.*

6. DESIGN SYSTEM & UX SPECIFICATIONS

This specification is the authoritative UX/UI instruction for every app in the Ummah Core ecosystem. The existing SalahFlow app is the canonical visual and interaction reference, and Waqt & Qibla serves as the secondary implementation guide.

Ecosystem Experience Character

Every Ummah Core app must feel calm, focused, trustworthy, modern, respectful, uncluttered, and private by default. We use a highly restrained Islamic identity, strictly avoiding ornamental patterns, mosque silhouettes, crescents, decorative Arabic calligraphy, or unrelated religious imagery merely to make an app appear Islamic.

Token Architecture & Shared Flutter Package

The shared package **ummah_core** is the single source of truth for all ecosystem apps. It contains design tokens, theme extensions, and shared components. Feature apps must consume semantic aliases rather than raw primitive colors or hardcoded values.

Responsive System Breakpoints

Breakpoint / Width	Target Devices	Layout Structure & Navigation Pattern
Compact (0 – 599 px)	Phones, verified at 320px (iPhone 13 mini).	Single column layout. Persistent bottom navigation. Key actions within comfortable reach. Wide green rounded buttons.
Medium (600 – 1023 px)	Tablets, foldables, split-screen.	Replace bottom navigation with a navigation rail when suitable. Center and bound content. Support two columns.
Expanded (1024+ px)	Desktop, tablet landscape, wide screens.	Persistent labeled sidebar. Bounded content canvas. Read/card widths bounded to prevent stretching. Master-detail views.

Accessibility & Localization Compliance

- **Minimum Touch Targets:** All buttons and tap areas must be at least 44x44 logical pixels on iOS and 48x48 on Android to prevent mis-taps.
- **Dynamic Text:** Layouts must support text scaling without clipping, overlapping, or hiding active buttons.
- **Non-Visual Semantics:** Provide meaningful screen-reader labels and visible keyboard focus indicator paths.
- **No Color-Only State:** Never communicate system states (success, warning, error, selection) using color alone. Provide text, icons, or shape differences.
- **Localization & RTL:** All layouts must tolerate text expansion. Mirror directional icons in RTL; do not mirror universal/non-directional icons.

> ***Contact & Support:*** *For assets, logo vectors, and further design system clarification, contact Salam@UmmahCore.App. These guidelines are confidential and proprietary to Ummah Core Apps. All rights reserved.*